

Easter & Retail

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What are the characteristics of other countries?

When in Rome... Easter celebrations in **European countries have a lot in common**, but each country also has its own **special Easter traditions**. Who brings the eggs? Are they coloured, or made of chocolate?

From **egg competitions** to **water fights**, flying bells, **Easter witches**, costumed parades to **Easter cakes**, **fish-shaped chocolate** and different **lamb dishes** - everything is possible! If you want to successfully reach your clients, you need to **localise your products and communications** and **adapt them to the characteristics of each country**. Here's an overview.



GERMANY

In Germany, the Easter Bunny hides colourful eggs and candies. People enjoy long walks, searches and competitions as well as elaborate Easter lamb cakes, decorations and bonfires.



BULGARIA

Red eggs are used in egg battles and will bring good luck. Bulgarians enjoy the broken eggs, lamb dishes and Easter cake made with whole baked eggs at this time of year.



FRANCE

In France, people search for coloured eggs and rabbits. Flying Easter bells distribute the chocolate eggs and fish. Leg of lamb or Easter quiche are served as part of an Easter feast.



HUNGARY

Easter is called "húsvét" in Hungarian ("to take meat"). After fasting during Lent, people bring meat to the church for blessings. On Easter Monday, women get showered with water by men reciting Easter poems.



SWEDEN

Birch branches are used as Easter decorations. "Easter women" distribute letters and receive candy. Fireworks and noise scare Easter witches away! Eggs, lamb, and fish are popular foods. Men get water!



ITALY

In Italy, the Easter feast includes lamb, seafood, spinach quiche, and cakes, which look like doves. Parades, excursions, and huge, colourful chocolate eggs bring everyone together!



SCOTLAND

Sunday roast, Simnel cake and hot cross buns are the culinary highlights of the holiday. The Easter Bunny hides marshmallow rabbits, jelly beans and sweets, and people participate in Easter egg rolls.



FINLAND

Witches are the symbol of Easter in Finland. Children often dress up as witches and go around to threaten lashings with birch branches. They go away when they receive candy. Egg hunts are not common.



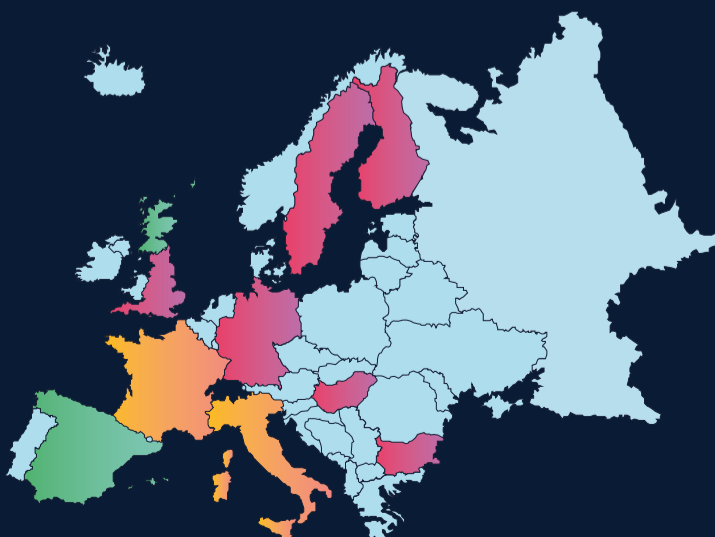
ENGLAND

There are many similarities to Scottish Easter traditions. Beside egg rolls, amusing English Easter activities include the "pussy willow twig paw" and a pancake race on Maundy Thursday.



SPAIN

Costumed parades are the highlight of the "semana santa". People eat lamb, fish, sweet and salty pastries, and traditional Easter biscuits and cakes (made with whole eggs) at Easter. Chocolate is not common!



When does each country have a bank holiday?

- Good Friday
- Easter Monday
- Both